GERACE
COMMUNICATIONS

132 CORNWALL AVE.
UTICA, NEW YORK 13502
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Dear Promoter:

In 1993 & 1994, a joint promotion with RJR/Reynolds and Skoal Racing was successfully conducted at the Unadilla Valley Sports Center.

In 1995, my agency has been retained to expand this program to include all promoters of the A.M.A. 125/250cc Pro Motocross Nationals.

This program represents a RJR/U.S. Tobacco financial investment of over $50,000 for the first year, and sponsorship fees to all involved may increase dramatically over the next two years.

This joint sponsorship program, expected to be sanctioned by the A.M.A. consists of three phases:

1) Sponsorship fees and Promotional considerations to the Track Promoters in excess of $2,000 each, guaranteed;

2) A $20,000 Rider contingency Program with awards at each national race and season points series awards.

3) A $5,000 Safety Program Sponsorship to the A.M.A. for a rider safety program.

Please review the following agreement and I will call you shortly to discuss the proposal and your involvement. Unlike past programs, this program recognizes the importance of the outdoor National Promoters, whose role is vital to the continued success of amateur and professional racing.

We welcome your input and suggestions and look forward to a long relationship.

Sincerely,

Frank Gerace

cc: Keith Myers, R.J. Reynolds
Tom LoBosco, U.S. Tobacco

Advertising/Marketing/
Public Relations
A Full Service Agency.

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Source: https://www.industrydocuments.ucsf.edu/docs/pydn0000